

Connecticut Industry



June
1929

In This Issue

Romance and History of the
Ocean Cable

By Thos. E. Willis



An American Merchant
Marine

By E. J. Adams



Unemployment and Work-
men's Compensation —
Are They Related?

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THE O'FALLON DECISION

CONGRESS through the enactment of the Transportation Law directed the Interstate Commerce Commission to place a value on the railroad properties of the country. The value so determined is a controlling factor in the establishment of a scale of rates which will insure a fair return on the investment and is a basis for computing the recapture amounts. The fair return was, under the law, set at six per cent and under the recapture clause one-half of all sums earned over that amount were to be surrendered by the prosperous carriers to the government and was to be used in aiding financially the so-called weak roads. Specifically the Commission was directed to make an inventory and to list the properties of every common carrier subject to the act in detail, and in their investigation the Commission was to ascertain and report in detail as to every piece of property, other than land, owned or used by the carrier for its purpose as a common carrier, the original cost to date, the cost of reproduction, the cost or reproduction less depreciation, and an analysis of the methods by which these several costs were obtained, and the reason for their differences, if any. In like manner the Commission was directed to ascertain and report separately other values, and elements of value, if any, of the property of such common carrier, and an analysis of the methods of valuation employed, and of the reasons for any defects between any such value in each of the foregoing values.

A test of this method was undertaken in proceedings by the nine-mile O'Fallon Railroad. The case finally reached the United States Supreme Court, which in a decision just handed down, declared that the basis of valuation used by the Commission did not, but should have given weight to the factor of reproduction costs at current prices. The decision thus upheld the contention of the carriers. It is being repeatedly stated that the large sums of money spent by the Commission in arriving at valuations was wasted. The contrary is the case. Never was money more judiciously expended and never has money been put to better use. The inventory of carriers has been worth every dollar that it cost the railroads, the public and the government. For the first time in American railroad history, we have an itemized list of railroad holdings, and any structure of valuation which is directed either by Congress or by the Commission will be built upon the previous study.

But what of the future? Congress is certain to stick its fingers in the pie in the light of the decision. If it repeals the recapture clause, few will be dissatisfied for never was more confiscatory legislation placed upon our statute books. Again, the carriers may legally adhere to the fair return principle and increase transportation costs beyond the ability of the shippers to pay, but this is not conceivable. There has been built up as between the public and the carriers a feeling of interdependence—a realization of the fact that the principle of "What the traffic will bear" means, what is best for all concerned—the traveling and shipping public, railway management and investors.

Let Congress repeal the recapture clause and recognize the proper balance between fair return in rate determination and ability of shippers and travelers to pay, and our country will be prosperous.

The Hoover administration has the unusual opportunity to remove one of the major brakes to commercial and industrial progress.

Edmund S. Hoover

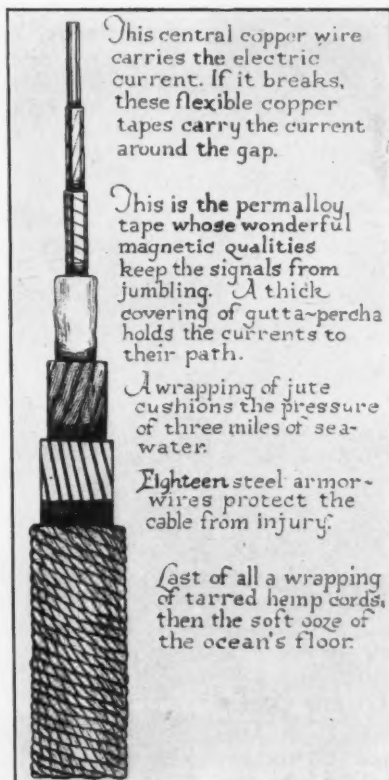
Romance and History of the Ocean Cable

By THOS. E. WILLIS,

Division Cable Manager, Western Union Telegraph Co. (Eastern Division)

SCIENTISTS tell us that many hundreds of years ago there existed a physical connection between America and Europe. But through a process of eruptions, however, they were divided until now they are about three thousand miles apart. If you will refer to your map, you will see that Africa and South America, if placed together, would make a very good fit. We are told that the ocean is washing away our shores at the rate of about one foot every thousand years.

When we think of a cablegram, the obvious thing to do is picture in the back of our minds, a yellow envelope and a lot of mysterious undersea wires; when, as a matter of fact, a telegram or a cable is the heart beat of the world. The cable closely connects all countries and all peoples. It is a tool which the business man uses to mold whatever he is building or creating. Carlyle defines Man as a tool using animal. The tools of modern civilization are vastly different from the crude stone hatchets used by our ancestors. Modern science has given us steamships, railroads, cables, and the telegraph. Even the inhabitants of the jungles appreciate the value of long distance communication, and they do their "telegraphing" by means of loud drum beats, which echo through the forests.



This central copper wire carries the electric current. If it breaks, these flexible copper tapes carry the current around the gap.

This is the permalloy tape whose wonderful magnetic qualities keep the signals from jumbling. A thick covering of gutta-percha holds the currents to their path.

A wrapping of jute cushions the pressure of three miles of seawater.

Eighteen steel armor-wires protect the cable from injury.

Last of all a wrapping of tarred hemp cords, then the soft ooze of the ocean's floor.

This "magic cord" is now one of the most powerful forces promoting the cause of Internationalism.

Baron Nathan Rothschild was one of the first persons to try rapid communication. He accomplished this through the means of carrier pigeons.

The first record of a message sent over electrical wires was as early as 1778. Salva constructed a line 26 miles long from Madrid to Arangues.

The first record of a message sent under water was in 1838 by Brooks, across the river Houghti.

The first cable in the United States was laid by Prof. Morse in 1842, between Castle Garden, now the Aquarium, and Governor's Island in the harbor of New York.

The first cable in Europe was laid in 1850. It was laid across the English Channel, between Dover, England, and Cape Griz Nez, France, a distance of 25 miles. This cable only operated for a few hours, when its continuity was broken by a fisherman, who, getting part of his net caught in the cable, hauled a part of it into his boat and bore it home in triumph, thinking he had discovered a

new and wonderful sea weed, whose center was filled with gold.

In 1851 a cable was laid from Dover to Calais, where it has since remained in perfect working order.

The dream of all the early cable engineers

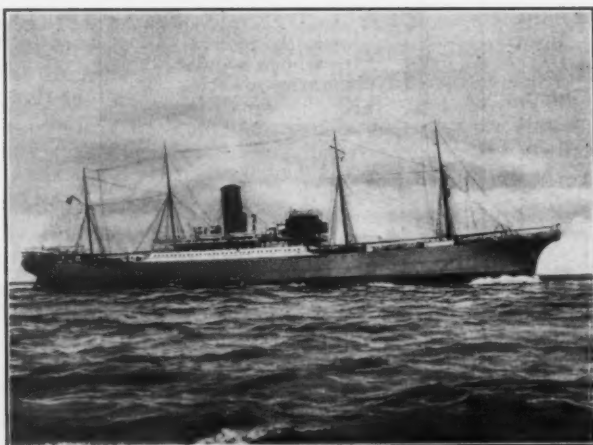


View of cablegram being prepared for transmission

was sent across the ocean, "Europe and America are united by telegraphic communication. Glory to God in the highest. Peace on earth and good will toward men." This message took 35 minutes to transmit. On September 3, all communication suddenly ceased. On July 13, 1866, a cable was actually laid without a mishap. In September, 1866, the 1865 cable was picked up and spliced. It was found to be in perfect working order. Thus, there were two cables in operation.

At the present time there are 22 cables across the Atlantic, 10 of which are operated by the Western Union.

Ask the average man what he knows about cables and he will tell you, "I know that they



S. S. Dominia, largest and best equipped cable ship afloat which recently laid Bay Robert-Horta cable in seven days

was to lay a cable across the Atlantic Ocean. The actual credit must be given to F. N. Gisborne, an English engineer, and Cyrus W. Field, a retired merchant, whom Gisborne succeeded in interesting in the project. Mr. Field at first thought: "Is this a vision, or one of those glorious enterprises which is bound to change the destiny of the world?" However, being of a practical frame of mind, he immediately got in communication with several able friends. Among them was Prof. Morse. Morse stated that, curiously, he had the same idea in mind.

Mr. Field was often likened to the cable itself. Sometimes its central force of life, and again its iron-bound protector.

Various attempts were made to lay cables across the Atlantic Ocean in 1857, 1858 and 1865. On August 18, 1858, the first message

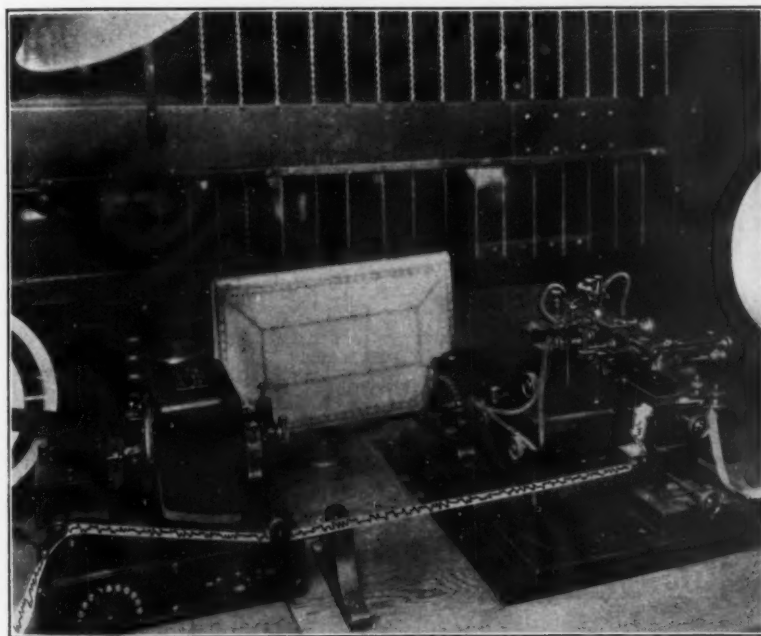


View of receiving operator at the distant end of the cable. A paper tape carrying the message is passing from left to right before him at a very high rate of speed

are very expensive." The first cable cost \$100.00 for twenty words. Today you can send a 25-word message from any point in New England to London for 75¢.

In 1925 the first permalloy cable was laid between New York and the Azores by Western Union. Next was the 1926 cable from New York to London. And then the 1928 cable from New York to Azores, both western Union cables.

Permalloy is known as the "magic metal," and the first major improvement in the manufacture of cables since 1866.



A close up view of the siphon recorder — a delicate instrument which automatically writes the wavy signal on a piece of tape shown below. The vertical divisions are drawn in to show how each letter is deciphered.

Permalloy has a tendency to smooth out all the rough places on the copper recording wire, and in consequence increases the speed from 250 to approximately 3,000 letters a minute. This novel principle of electrical engineering is known as "tapered loading," and was developed in the Research Laboratories of the Western Electric. In 1928 cable there is still a greater improvement, called mumetal. This cable is very heavily insulated with mumetal in mid-ocean, and gradually decreased toward the shore, until the last 160 miles toward either terminal consists of ordinary unloaded cable. This graduation makes possible two way communication at full capa-

city, which is 10 messages, 5 each way at the same time.

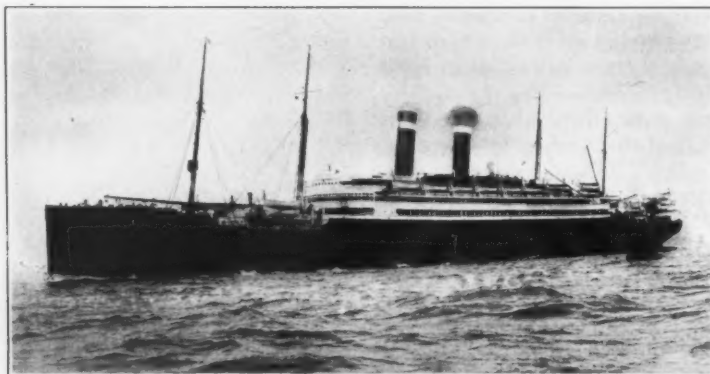
The laying of this new cable constitutes an eloquent answer to the suggestion that radio is making inroads on the cable business. Since the beginning of the World War, cable traffic has more than doubled. The Western Union alone transmitted 38,000,000 words in 1913 against 93,000,000 words for 1927. These figures comprise approximately one-half of the foreign communication, transmitted by all the cable and radio companies doing business in the United States.

The 1928 cable was manufactured by the Telegraph Construction & Maintenance Co. of London, makers of the first successful Atlantic cable, laid in 1866. It was laid by the S. S. "Dominia," the largest cable ship afloat. The "Dominia," with the complete cable on board, left London on August 9 and proceeded to the Azores. She made a series of deep sea soundings, etc. This was necessary as this territory was practically unexplored. Before a cable can be laid, the ocean bottom must be charted almost as carefully as the route of a new railway must be laid out. Data of much value to science was gathered at this time.

Another interesting feature about the cable is the fact that they have now perfected photographic transmission. Within a few hours after the thrilling news was received that Col. Lindbergh and the Spirit of St. Louis had landed safely in Paris, actual photographs of the landing were printed in the newspapers, and being sold on the "sidewalks" of New York.

The most modern submarine cable is an intricate piece of work, not just so many strands of copper wire covered with insulation. The two ends of the cable, each extending about 160 miles from shore, have a core consisting of 500 pounds of copper per nautical mile, and 300 pounds of gutta percha per nautical mile.

(Continued on page 23)



*Courtesy United States Shipping Lines
The S. S. America which was recently sold by the U. S. Shipping Board to
U. S. Lines Inc.*

An American Merchant Marine

By E. J. ADAMS,

Staff Writer, Merchant Fleet News

WHY should we have an American Merchant Marine when there are plenty of foreign ships to carry the foreign commerce of the United States?

This is a frequent question but easily answered by the facts.

If foreign ships were disinterested common carriers we could depend on them to deliver the goods we sell, but they are not. They are the commercial emissaries and servants of the producers, shippers and merchants of the countries under whose flags and laws they operate. They are the agents of our competitors in the markets of the world, and the money they earn is expended in the markets of their own countries to provide for the needs of the families of their own ship builders and seamen, and not for the support of American families and American markets.

Proud as we might be to see many ships on the high seas and in foreign ports that fly the flag of our country, we must remember that sentiment alone will not build a merchant fleet. Sound economic reasons must underlie the building, operation and maintenance of an American Merchant Marine, and those reasons

One hundred and twenty-five members of the Manufacturers Association of Connecticut enjoyed the hospitality of Captain Fried on board the S. S. America while guests of the U. S. Shipping Board on June 1, 1928.

exist at the present time.

If the present level of production in the United States is to prevail, we must increase our domestic markets or sell our production in excess of our requirements at home in the markets of other countries.

If we can do both, so much the better.

In volume, the foreign commerce of the United States is approximately one hundred and thirteen million long tons per year. It requires about 5800 average cargo ships, making five round voyages per year to transport it. In value, it was over nine billion dollars last year; Exports, \$4,877,000,000; Imports \$4,146,000,000; Balance of trade, \$731,000,000. The freight bill for its transportation over water, was \$761,000,000 and over \$531,000,000 of this vast sum was paid to foreign ships.

What does it profit us to have a balance of trade in our favor larger than the total exports of the United States forty years ago, if we hand it over to foreign ships to "deliver" the goods we buy and sell.

American ships should carry two-thirds of our foreign commerce. This would require

about four thousand cargo ships, and provide employment for hundreds of thousands of Americans and the materials from every state in the Union to build them.

The average life of a ship is twenty years. The cost of the average cargo ship built in the United States is about \$1,200,000.

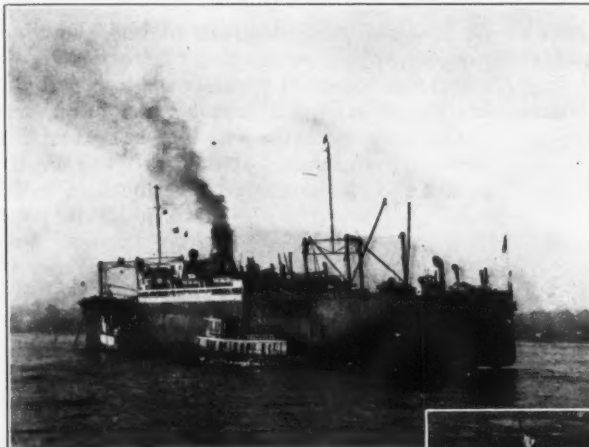
To maintain a fleet of four thousand ships, two hundred new ships must be built every year

must be housed, clothed, fed and provided with the living essentials, and this will cost about five hundred million dollars per year.

If these men and their families live in the United States, this money will be expended for products grown and made in our own country and the American markets will benefit by that much. It is an item not to be ignored.

Important as all this may be, it does not compare with the importance of having American ships to deliver American products sold in foreign markets, ships that are owned, controlled and operated by Americans in full sympathy with American producers and shippers in their efforts to secure, hold and expand the demand for American goods in all the markets of the world.

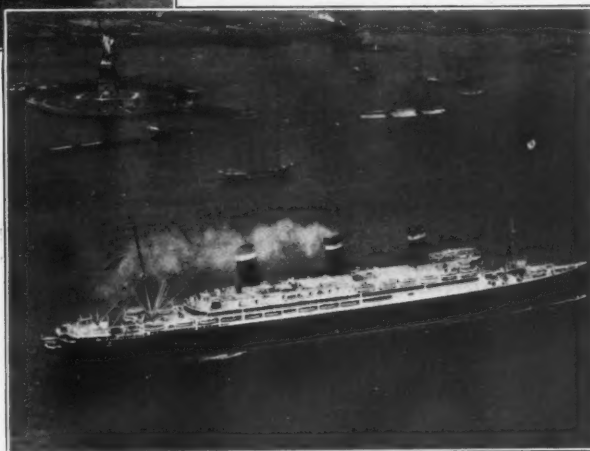
It has not been difficult to increase the exports of the United States a hundred per cent in recent years, while the countries of Europe were clearing away the wreckage of war



Courtesy United States (Board) Shipping Lines

(Above) S. S. American Shipper arriving in New York Harbor with survivors from the S. S. Vestris.

(Right) S. S. Leviathan passing the statue of liberty in New York Harbor.



to replace the old, obsolete, worn out and lost ships. To build two hundred ships, from the ore in the mines and the trees in the forests to the completed ships in the water, would require one hundred and fifty thousand workmen for a year.

To operate four thousand ships would require about one hundred and forty thousand seamen, an average of thirty-five per cargo ship.

Three hundred thousand ship builders and seamen with their families means about one million five hundred thousand persons that

and coming back to normal conditions in production and commerce. They are back now, and fighting for their former places in the commerce of the world and competition is keen and getting keener.

Quality, price and delivery are the three essentials of trade, and delivery is not always the least of the three.

For American producers and shippers to depend on the ships of their competitors to deliver the goods they sell in foreign markets is comparable to a merchant that relies on his

(Continued on page 23)

Competition Between Industries For the Consumers' Dollar

By L. M. BINGHAM

MR. and Mrs. Smith are typical American citizens. They probably keep a budget and it's somewhere in the neighborhood of, say, \$4,000 annually. How will they spend that money? That's what interests many business men today.

The Smiths are likely to go through two processes of reasoning before the money is spent. First of all, they will consider their basic needs. For example, "Shall we have a radio?" If they decide, yes, their second process of thought is apt to be, "Whose radio?" First, "Shall we have brass piping or copper screens in our house?" Second, "Whose piping or copper screens?" First, "Shall we send our daughter to college?" Second, "What college?"

Or maybe an electric refrigerator is being considered. "Shall we install one?" If so, "Whose apparatus shall it be?"

Until recent years, the private consumer was left to his own devices in working out what he was to buy with his income. At least, American industry had not recognized that Smith and his wife had to be sold the need for brass piping, painting his house or his need for a radio.

At the same time, American industry did not recognize that the private consumer would be faced with far more needs and desires than his annual income could gratify.

Then, again, American industry has only recently recognized that Smith and his wife must

be brought to a decision to buy the type of product of a given industry before they would select the brand of product placed on the market by an individual member of that industry.

Growing up before us is a new competition between industries. It is still a vague picture to some of the best minds in American business.

Also it is possible to become so absorbed in the management of one's own business — to become so occupied in advancing one company's interests that the relationship of one's company to one's industry — of one's industry to other industries, and of all industries to the consumer, is forgotten. So it becomes a fact that each of the industries whose ultimate market is the private consumer is in competition with



"Helen, here is \$150 I have saved out of my budget for the past year. You can buy that Radiola we saw advertised in the American. Now we can invite the Joneses over."

every other industry whose ultimate market is the private consumer.

The business world is constantly undergoing a process of evolution. Every new industry that develops is a potential competitor of every old industry, simply because it is contending for a share of the consumer's dollar.

Think of the share of the consumer's dollar that is going into the automobile today, into radio, into life insurance, as compared with the shares that went into them ten years ago. The advancement of automobile sales is amazing. Radio was not available to the private consumer ten years ago but a half-billion of consumer dollars went into it a year ago. Ten years ago the automobile was nicely started.

Today there are about 25,000,000 of them in use. And consumers buy them willingly and even gladly.

It has been said that the average consumer has more money today than ever before. That is true, but the buying power of his dollar has diminished as compared to his pre-war dollar. Then again, there are far more articles he wants to buy today than in 1914. Certainly he cannot buy them all.

A study of industries indicates that some of them are going ahead greatly, indeed, out of proportion to the increase of purchasing power or the growth of population, while others with a relative right to existence and growth are not holding their own or are even falling behind.

Perhaps the consumer is being influenced in dividing his dollar. So we view the radio industry rapidly making inroads on the consumer's dollar. True, it is supplying a new need, but where are the old industries going? Are they vigorously reselling the consumer on his need of their products or are they going backwards? For instance — the men's shoe industry has lost ground. Surely shoes are as much of a necessity today as ever. There are more consumers to wear them than ten years ago.

It is possible that this phenomena may be explained by the fact the consumer is economizing on the purchase of his shoes and other items, so that he can buy automobiles, radios, copper and brass or whatever else he really wants most to buy.

It is impossible to buy everything. So the consumer must divide his dollar according to his budget and according to the strongest sales influences that are brought to bear upon his mind.

Take for example, the pineapple industry. Back in 1908 the industry suffered from over-

production. The American housewife wasn't buying pineapple. Little was known about canned pineapple. An advertising campaign in 1908 saved the industry and made a big industry of it. Today it takes care of a production for which the American housewife pays about \$60,000,000 a year.

The paint and varnish industry is often quoted as an example of an associational advertising success. Here was an industry that had been static for about twenty years. Since the launching of its "Save the Surface" advertising campaign in 1919 the industry's production has more than doubled. The wisdom of its advertising and sales promotion work is an accepted fact.

The broad fields of industry in which co-operative sales action, including co-operative advertising, goes on apace.

In the automobile field several campaigns, each representing a separate industry, are being conducted, either in self protection or to widen markets.

The building materials industry shows a number of individual endeavors, each working to secure the consumer's attention to the merits of its products.

The electrical field has already demon-

strated how it can co-operate to push the sale of lighting fixtures and electric refrigeration.

Thus we see behind all these movements a broad recognition of the new competition. One authority states that there are at the very least seventy-eight different industries now employing or on the verge of employing co-operative advertising as a means of meeting the competition of industries.

An industry that can get together and stay together, can intelligently analyze their sales and production problems and effectively co-operate to overcome their difficulties.

(Continued on page 22)



Algunos de los Productos de Connecticut

Algunos de los Productos de Connecticut

El Producto que Ud. Necesita

ES HECHO EN CONNECTICUT POR OBREROS COMPETENTES Y EN MAQUINARIA MODERNA

El Estado de Connecticut, altamente industrializado y versado en el negocio de exportación, puede suministrar a Ud. lo mejor que hay en todos los ramos.

EN EL TRANSCURSO DE UNA NOCHE SE PONEN LAS MERCANCIAS AL COSTADO DEL VAPOR EN NUEVA YORK

Connecticut se halla en el centro del territorio industrial mas antiguo y progresista de los Estados Unidos. Ha venido suministrando al mundo, durante muchos años, productos de la mejor calidad, algunos de los

cuales se mencionan en la lista que presentamos en esta plana. Ud. puede obtener detalles completos, catálogos y precios, de cualquiera de aquellos artículos, dirigiéndose a:

The Manufacturers Association of Connecticut, Inc.
Hartford, Conn., E. U. A.

An example of co-operative advertising to Spanish speaking countries placed in *The American Exporter* by The Manufacturers Association of Connecticut, Inc.



A Japanese well

Meeting the Foreign Customer In His Own Back Yard

WORLD INDUSTRIAL CRUISE

JUST prior to the World War several manufacturers interested in enlarging their export sales activities planned a round-the-world exposition. The ship was selected and the idea was favorably received but had to be abandoned at the opening of hostilities and the money refunded to all who had subscribed. Recently, it was suggested that a similar cruise should be arranged for next year, in order that manufacturers could form new connections abroad; renew old friendships; make new business acquaintances and present their products first hand to the world under the most favorable conditions. This industrial group will sail from New York on January 7, 1930, on the Red Star Line *S. S. Lapland*, covering over 39,000 miles, calling at 37 important business ports in 27 foreign countries whose import purchases are in excess of 20 billion dollars annually.

Advance notice as to the personnel of the party, the lines represented and the itinerary in detail, will be sent to the 85 United States Consuls and the 24 American Chambers of

Commerce in the countries visited, which will assure ample publicity.

From actual experience, a member of a Chamber of Commerce trip around South America a few years ago, through advance information sent to the U. S. consuls, met on arrival at different cities, in the consul's office, the very firms with whom he wanted to get in touch, and accomplished in *hours* what would otherwise have taken days or weeks to accomplish.

The unique features of this cruise will insure an intimate acquaintance and interest in American made products. Executives of many corporations have already signified their intention to represent their own companies on this First Good Will Round the World Industrial Cruise. Benefits have resulted from the Good Will Trips of Mr. Hoover, of Col. Lindbergh and trips of various Chambers of Commerce that are being made from time to time. Each new business connection made or renewal of an old friendship will bring the manufacturer closer to the world's markets whose buyers will

be interested in seeing his machinery in operation and his manufactured products displayed under ideal conditions during the 67 Exposition Days in ports.

At the National Foreign Trade Convention held in Baltimore in April, a government offi-

The time also seems most opportune as evidenced by enlarged export figures for 1928 as compared with 1927.

Last year the United States shipped to the countries to be visited not only a greater amount, valued in dollars and cents than was shipped in 1927, but also a much greater variety of products. Without a doubt this trip will result in increased sales in some of the countries visited where sales have been negligible. In other cases where a manufacturer already enjoys a good volume of business, it will result in stimulating interest and increasing sales.

The "Lapland" is a popular cruise steamer equipped to give members of the cruise a maximum amount of comfort and enjoyment with every form of ship-board recreation. Re-arranged as an Exposition Ship none of these



(Above) Unloading produce at the market place, Singapore. (Right) A sacred mountain in Fujiyama

cial stated that in his opinion the plan to encourage corporation executives to become members of this cruise was a feature of utmost importance as it would give opportunity to meet the responsible heads of firms with whom they were already doing business, or to make new acquaintances and to form new and valuable connections. The unique features of this trip; the facilities for showing American products, and the opportunity customers across the seas will have to gain an intimate acquaintance with American business leaders, American business methods and salesmanship, is bound to leave a favorable and lasting impression.

The inestimable value from an advertising standpoint alone, in being a member of this First Good Will Round the World Industrial Cruise must be conceded.

New England, especially, is interested in foreign business since increased export trade is one of the few methods known which will guarantee future expansion of industry in this section.



features will be eliminated. Everything possible will be done to make this a profitable, memorable trip. This affords an opportunity to learn the needs and business methods as well as the resources of the countries visited which include certain ports in the West Indies, Australasia, the Far East, Africa, Asia and Europe, all at less expense and under more favorable conditions than can be secured through independent travel.

The Cruise Managers are men with years of

(Continued on page 23)

Selling by Airplane

Miss Bessie Davis, sales manager of the Pioneer Instrument Company of Brooklyn, New York, was one of the first women to utilize the airplane for every day business purposes.

SHORTLY after the close of the World War, a young woman in the Erasmus Hall High School in Brooklyn, New York, by the name of Miss Bessie Davis, evinced an unusual interest in the study of physics. When questioned as to the application of her knowledge she stated quite firmly that she hoped to apply her information toward the advancement of aviation.

Friends smiled at the immature statements and ventured to remark that there was no place in aviation for women. But Miss Davis believed differently and was quite of the opinion that she would equip herself so that the place could be created if it did not exist at the present time.

Less than ten years after the young woman completed her general course in the high school, a card bearing the name of B. Davis, Secretary and General Manager of the Pioneer Instrument Company, was sent into the office of the president of a large aircraft manufacturing firm. Certainly, he would be glad to see B. Davis, for, he had often received technical data from this "gentleman" and he had corresponded with the bearer upon many occasions.

Nonchalantly, and unaware of her customer's error, Miss Davis walked into his office. She may or may not have seen and noticed his surprise. But that was immaterial. In any event, she opened her brief case and brought forth a little device known as the Tit-

terington Micrometer Compensator and she set forth to explain to him how her company had developed the first reversible magnet, a feat which had baffled mariners and physicists for centuries. She explained its application to the ordinary magnetic compass and she sold an order.

From that point, she explained the new developments in the famous earth inductor compass which guided Lindbergh to Paris. Thus

she sold each instrument, from the bank and turn indicator, to the altimeter and she answered each question with the skill of an artisan who knows the component parts of the delicate equipment and who knows the technical principles which cause it to operate.

Her customer's plant was in Wichita, where she, as navigator of a monoplane, has flown from New York, on her way to the Los Angeles aeronautical exposition.

Miss Davis thought her flight quite a workaday journey of a company's representative and she could not sympathize with the man who marvelled that she should call upon manufacturers in St. Louis, Kansas City and Wich-

ita upon the same day. Nor did she think it unusual that she should drop into Mines Field at Los Angeles ten days after leaving New York.

Upon her return to her desk in Brooklyn, Miss Davis was officially credited with turning in more than \$200,000 worth of orders for navigational equipment.



Miss Davis and her plane ready to "hop off" for a day's work

A Treasure Chest for American Business

By FRANK C. AYRES,

Executive Secretary, Business Historical Society

THE Business Historical Society, Inc., with headquarters at the Baker Library, Soldier's Field, Boston, is searching for the contemporary records of early American business — the ledgers, letters, articles of partnership, indentures, journals and diaries of the men who laid the foundations of our present industrial system. It is urging the preservation of such historical data in local archives or, failing the necessary facilities for adequate housing and care, it offers the resources of the Baker Library, where the material will receive every attention and be made available for future study.

The collector's instinct has by no means been lacking in American business families, but it has generally been directed to every kind of curio except the things most available, most characteristic, of our history, often most picturesque, and certainly most valuable from a utilitarian standpoint — the records and relics of every day business life. With the growth of business education, however, such an attitude has gradually been supplied. The families of business leaders have begun to develop an interest and pride in past achievements, and business biography has begun to point the way to business history.

The Business Historical Society, Inc., in cooperation with the Graduate School of Business Administration of Harvard, has laid the foundation of a great central point of business information the necessity for which has long been recognized by business men and scholars. This effort has attracted the interest and endorsement of business men who are foremost in the development of the varied business interests of this country and has the cooperation of many colleges, universities, scholars, librarians and mutual benefits associations in this and in foreign countries. The Society has, therefore, enjoyed a rapid growth and is in only three

years' time, a recognized factor in both national and international business research.

Among the collections already in the Baker Library may be mentioned a few samples of outstanding importance, which represent the sort of material which is at its disposal and for which it is searching:

The notable library on Finance collected by the late Senator Nelson W. Aldrich of Rhode Island, for many years Chairman of the United States Monetary Commission.

A valuable economic library collected by the late Professor James Mavor, celebrated economist of the University of Toronto.

The records of nine organizations connected with the cotton business covering a history of the industry from 1790 to the present day.

Unique records on the woolen industry dating from 1821 to 1852, with experiences obtained from the installation of power looms in 1823.

The original records of the meetings of Directors and stockholders of several of the oldest banks in this country.

The early shipping records and correspondence of notable pioneers in the carrying trade such as Thomas Hancock, whom John Hancock succeeded, covering the latter half of the eighteenth century; Israel Thorndike of Beverly and Boston, during the period of the Revolutionary War and leading to the later War of 1812; William Appleton and Company, succeeded by S. Hooper and Company, dealing with the "clipper-ship" trade of the days of the Mexican War, the Gold Rush and the Civil War;

Nathan Trotter and Son of Philadelphia and others of equal note.

Original records of the first iron works in the American Colonies, installed in 1640, containing agreements, in-

Although the Society is but three years old it has already become a recognized factor in both national and international business research.

ventories, depositions and correspondence.

The papers of Jay Cooke relating to the development of the Northern Pacific Railroad.

Papers describing many of the activities of John Jacob Astor.

A rare library collected by the late George C. Dempsey of Boston devoted to the development of liquor manufacture and prohibition activities.

When it is considered that the library contains thousands of bound volumes and many hundreds of thousands of records, reports, pamphlets, statistical series and similar material relating to the business activities of the past, it will be realized how inadequate must be any summary of the collections of the Business

The papers of Jay Cooke relating to the development of the Northern Pacific Railroad are among the many thousands of documents on file.

Historical Society. The foregoing is therefore given as a very brief description of a few of its more notable features and as an indication of the character of the material for which it is

searching. Its acquisition and permanent care will preserve for future generations of business men a valuable legacy of information to guide them in the development of business projects.

Advice as to existence and whereabouts of historical business or economic material will be greatly appreciated and further information as to any detail connected with the activities of the Society will be gladly furnished. All inquiries regarding activities of the Society should be addressed in care of the Baker Library, Soldiers' Field, Boston, Mass.

Textile Show Creates Interest

There is every reason to believe that the third biennial Textile Product & Style Show to be held at the Danielson Armory, Danielson, Conn., under the auspices of the Eastern Connecticut Mills Association on June 13, 14 and 15 will exceed the acknowledged successes of former exhibits.

Prentice W. Chase of Jewett City, Secretary of the Association is authority for this statement. Only nine spaces are available at this writing. The member mills of the Association are entering into the spirit of the promotion as they have in former years and this is of special inducement to machinery manufacturers and allied industries.

The promotion is not primarily for financial gain but an honest effort on the part of the Association to stimulate interest in eastern Connecticut made textiles and as an education to the public not engaged in this industry to show what actually takes place in the process of manufacture.

No section of this country can boast of as varied and as high quality fabrics in cotton, woolen, worsteds, silks, drapes, velvets, rayons, etc., as does eastern Connecticut.

In addition to other machinery in actual operation there will be three looms, each of the latest type and each weaving an entirely different fabric. This in itself makes an interesting exhibit.

Governor Trumbull has expressed his intention of visiting the show if at all possible.

The exhibitors allotted space to date are:

Ashland Cotton Co., Jewett City, No. 3; Quinebaug Co., Danielson, Conn., No. 10; Ponemah Mills Co., Taftville, Conn., No. 9; Wauregan Company, Wauregan, Conn., No. 11; Wauregan Milk Bar, No. 12; Central Worsted Co., Central Village, Conn., No. 31; Powdrell & Alexander Co., Inc., Danielson, Conn., Nos. 21 and 22; Veeder-Root Co., Hartford, Conn., Nos. 13 and 14; E. H. Jacobs Co., Danielson, Conn., No. 4; U. S. Ring Traveler Co., Providence, R. I., No. 34; Whiting Machine Co., Whitinsville, Mass., Nos. 32 and 33; Draper Corporation, Hopedale, Mass., Nos. 7 and 8; Stafford Loom Works, Readville, Mass., Nos. 1 and 2; Crompton & Knowles Loom Works, Worcester, Mass., Nos. 36 and 37; Shambow Shuttle Co., Worcester, Mass., No. 26; Theis Dyeing & Processing Co., Central Falls, R. I., No. 15; Totoket Mfg. Co., Occum, Conn., No. 23; Bradford Soap Works, Inc., Providence, R. I., No. 27; Walter Anderson, Danielson, Conn., No. 30; Asawauga Co., Dayville, Conn., No. 20; New York & New Jersey Lubricant Co., New York City, No. 16; Battery Camp Fund, State Armory, Danielson, No. 38 (Refreshments); Association Headquarters, Fibre & Fabric and Danielson Chamber of Commerce, No. 39.

Unemployment and Workmen's Compensation —Are They Related?

IT was never the thought back of compensation that the amount given should represent the needs of the injured person or be an equivalent of the earning power of the beneficiary. When a man enters into industry he takes upon himself certain risks, hazards and responsibilities. In spite of all precaution, injuries and deaths occur. It is not expected that the employer shall assume the entire hazard. Inasmuch as the public is the beneficiary of the combined efforts of the employer and the employee, it too must bear its part.

Occasionally, however, ardent, misguided advocates of compensation lose sight of the real purpose of the plan. That is why amendments are constantly proposed at each legislative session that would place additional burdens upon the employer and increase the benefits to the workmen. Attempts are made to "liberalize" the terms of the law without knowledge or appreciation of the possible reactions. Take, for instance, occupational diseases. What are they? Originally there were less than a score allowed. Now they have discovered nearly 500. If the employer is to be made liable for injuries, sickness, or death, arising out of occupational diseases, he will naturally increase his precautions against hiring men or women who show the slightest physical defects.

Every workman is more or less susceptible to disease and injuries. While, upon superficial examination, a workman may appear physically fit he may enter upon some occupation which may aggravate a physical condition which already exists. The injury or defect may not be

The Utah Legislature recently rejected the proposal for an occupational disease provision in the compensation act. This article contains the highlights of a story which appeared shortly thereafter in the official organ of the Utah Associated Industries.

known at the time of its inception. It may break out later, under other employment relations. If, then, the one who happened to be employer at the time of the injury, defect or disease is to be made liable, he then is forced to assume a burden which should be spread over a number of years and among all the

employers by whom such a workman has been employed. But the purpose of those who are attempting to add occupational diseases to the terms of compensation is to ignore this fact completely. It is assumed that the defect is caused at the time it is discovered.

What would inevitably happen if the compensation bill which was placed before the Utah legislature had been enacted into law? In the first place it would have served notice upon every man over forty years of age that he need not apply for work. Single men would be given preference over married men. No man would be accepted on the job until he had been subjected to a searching physical examination. The presence of any possible defect would make him ineligible for employment. These examinations would be made at regular intervals and every other precautionary measure would naturally be taken by the employer to protect himself against the employee that might prove a burden to him.

An analysis of such laws as the one referred to, sponsored by theorizing humanitarians, points to the necessity for rigid, determined and intelligent opposition to legislation that would have the effect of adding to our already stupendous array of industrial and social problems.

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Design and Construction
of Industrial Buildings
Warehouses, Storage Buildings*

*Garages, Aircraft Hangers,
Oil Stations, Railroad Buildings,
Machine Shops, and
Stone Working Plants.*



Courtesy L. & H. Aircraft and Fairchild Aerial Surveys

AN AERIAL VIEW OF THE ENSIGN-BICKFORD COMPANY, SIMSBURY, CONN.

The Ensign-Bickford Company was incorporated in 1907, succeeding the partnership of Ensign, Bickford & Company. Its plants are situated at Simsbury and Avon, Connecticut; the Main Office being at the former location. Its products are Safety Fuse and Cordeau-Bickford for blasting. Cordeau-Bickford is an instantaneously detonating fuse largely used in deepwell drill hole blasting, in cement, concrete rock and other open pit quarries. Safety Fuse was invented in England in 1831. The original installation in this country was in 1836 at the present Old Newgate Prison, Granby, Conn. The plant was soon moved to East Weatogue two miles from the present location which it has occupied since 1855. The total number of employees is about 500.

INDUSTRIAL BRIEFS

✓ Bristol Engineer Develops New Type of Refrigeration

D. K. Warner, a mechanical engineer of Bristol after two years of intensive study and experimentation, has perfected a system of refrigeration which bids fair to revolutionize the automatic refrigeration industry. The claims for the new unit are: that it will hold a room temperature more constant than any other process; the maintenance of a definite temperature regardless of whether the power is on or off; operation with a minimum of electric cur-

rent; and the ability to hold a constant humidity. The first unit of this type which was installed in one of the Mallinkrodt and Converse Memorial buildings at Harvard has proved these four distinct advantages claimed by the Warner system.

Hat Company Incorporates

The H. McLachlan Hat Company of Danbury formerly operated under a co-partnership was recently incorporated as the H. McLachlan & Company with a capital stock of two

million. This company is one of the largest hat concerns in the country.

Connecticut Rates Fourth in Silk Manufacture

A nationwide survey of silk manufacturing concerns recently completed by the Department of Commerce ranks Connecticut as fourth in the number of establishments. New Jersey led with 819 manufacturers, Pennsylvania follows with 490, New York third with 181, and Connecticut next with a total of 35 plants. The 1648 factories in the United States produced silk goods to the value of \$750,123,705 and gave employment to 127,643 wage earners.

Cheney Brothers Awarded Medal

For the first time since the establishment of the medal award in 1915 by the American Institute of Architects, the medal was presented to a business organization, the Cheney Brothers Company, instead of an individual. This award is significant since it marks the first recognition by the Institute of the fact that a business as a whole may be considered as a single craftsman. Mr. Frank M. Budd who has been with the company for nearly a half century was credited with the development of the most beautiful fabrics which made this recognition possible.

Charles Cory & Sons Inc. Acquire Rolling Mills

Charles Cory & Sons Inc. of New York City recently purchased the Fairfield Avenue plant of the Stamford Rolling Mills. Previous to this purchase the Cory concern had merged with the Kings County Iron Works. The president of the merged companies is J. L. Mott who for many years was connected with the Mott Iron Works of New York.

After the work of conditioning the plant is completed which, it is believed, will be about July 15, the new home of the company will give employment to 200 operators at the start.

Waterbury Adds New Aircraft Company

Incorporation papers were filed early in May by the Multiple Aircraft Corporation. Although the firm of attorneys, Bronson, Lewis & Bronson who signed the papers refuse to divulge the names of the incorporators at this time, it is known that the firm intends to enter into the manufacture and sale of aircraft of all kinds as well as to buy, lease and license patents relative to the aircraft field.

Remington to Manufacture Mechanical Brain

The Remington Arms Company have recently acquired the exclusive manufacturing

rights for a new accounting machine soon to be marketed which is destined to revolutionize the "white collar" industry wherever a great amount of bookkeeping is involved. Rolf Hafgaard, the inventor, who controls the majority of stock in the holding company known as the Hafgaard Remington Corporation, claims that the "mechanical brain" when installed in banks will do the work of seven bookkeepers. The mechanism is composed of a series of electro-magnets installed in a cabinet and controlled by a single operator at a keyboard.

Goodyear Rubber Company Has Promising Future

The report of President Harold S. Guy, read at a recent directors' meeting of the Goodyear Rubber Company, reflected a sincere note of optimism as to the present progress and future possibilities of a healthy growth of the business. Although the territory had been combed by competitors previous to the company's entrance into the selling field, Daniel E. Gray, Vice-President in Charge of Sales, indicated that the present average weekly sales of \$16,000 would likely assure a sales volume of \$500,000, which was the goal set for the first year of operation. Already plans are under way to increase capitalization from \$250,000 to \$500,000 in order to take care of the possible increase in sales up to \$1,250,000 in 1930. An effort is being made to collect the remaining \$43,000 of the subscribed capital stock before placing a new issue in the hands of brokers.

Airway Extension to be Considered

An Inter-departmental Committee on Airways, composed of six representatives of the Post Office and Commerce Departments, has been formed, to hold public hearings and entertain suggestions from members of Congress, commercial organizations, city officials, or even private individuals for the establishment of, extension or modification of the airway system. An opportunity is now available for New Englanders interested in the matter to go to Washington and urge that a portion or all of these states be included in the expansion of the system.

Coolidge Elected Councillor

Former President Calvin Coolidge has been elected councillor to the National Industrial Conference Board. The announcement was made by Magnus W. Alexander, president of the Board, at a recent directors' meeting.

Underwood-Elliott Fisher Establish Earning Record

The earnings of the Underwood-Elliott Fisher Company for 1928, after making liberal deductions for depreciation and contingency reserves, established a high record and were approximately 17% higher than in 1927. The first quarter of 1929 showed an increase of 49% over the previous quarter of 1928, reflecting an ever-increasing demand for their high type of products, which include the new Underwood noiseless typewriter, bookkeeping and tabulating machines, portable four bank typewriters, and a full line of typewriter supplies. Although the growth of the company in terms of dividends of the common stock has not been entirely consistent since 1922 when earnings were \$2.80 on the common, it has been indicated by a gradual upward trend when dividends reached the high mark of \$6.30 on each share of common.

New Hat Company to Open in Danbury

Charles Reihelman & Company, hat manufacturers, of Newark, New Jersey, have leased the former Delohery Hat Company plant in Danbury, and will employ about 250 persons when in full operation. The company will manufacture army and boy scout hats as well as a regular line of hats for men and women.

The E. Ingraham Company Building Addition

The Torrington Building Company, Torrington, Connecticut, is erecting a two-story addition to the present plant of the E. Ingraham Company in Bristol. The new structure to be located in the rear of the plant will be 54 feet wide and 80 feet long, and is to be connected with the main building by a double-decker bridge, covered with corrugated sheet asbestos. This addition is the sixth of a series of new structures added by the Ingraham company during the past six years.

New Brass Goods Firm for Waterbury

Corporation papers were recently filed with the Manufacturers Finishing Company, Inc., of 29 Jefferson Street, Waterbury. The new firm has an authorized capital stock of \$50,000 and will engage in electro plating and other forms of brass goods manufacturing. The incorporators are Eugene O'Neill, Joseph F. O'Neill, and Robert C. Frost.

The Bristol Company to Erect Factory

The Bristol Company has started work on a factory building at their plant on South Main

Street, Waterbury. The new building will be a one-story brick and steel structure 40' x 100', and will be used for a hardening room.

Blake & Johnson Company start Brick Addition

The construction of a one-story brick addition to the Blake & Johnson Company factory in Waterbury has been started. The estimated cost of this new plant will be in the neighborhood of \$25,000.

New Plant of the United Aircraft Company to Cost Two Million Dollars

The new plant of the United Aircraft Corporation, soon to be erected in the East Hartford meadows, will cost in the neighborhood of \$2,000,000. This is by far the largest airplane development ever attempted in New England, and it is believed will give employment to five thousand workers. When completed, the plant will be used for the manufacture of Pratt and Whitney engines and the Vought-Corsair planes, both companies being members of the United Aircraft Corporation group.

White Elected Vice-President of E. H. Jacobs Manufacturing Company

Donald K. White, sales manager of the E. H. Jacobs Manufacturing Company, of Danielson, was recently made Vice-President in Charge of Sales. The E. H. Jacobs Company is one of the oldest and best known manufacturers of textile loom equipment in the world today, having produced this line of machinery for the past sixty years.

Peck, Stow & Wilcox Company Appoint New Sales Director

N. David Thompson has recently been appointed Director of Sales of the Peck-Stow & Wilcox Company, Southington, Connecticut. He comes to PEXTO from St. Louis where he has been operating a business occupying an important position in the electrical and radio industries and previously was connected with Simmons Hardware Company for a number of years. He is familiar with the hardware trade and has had a broad experience in merchandising and selling.

All-State Plane Gets O. K.

The first plane to be completely designed and built in Connecticut received the official O. K. of the Department of Aviation at Brainard Field early in May. The ship, which was unofficially christened the "Connecticut Yankee" is a trim, low-wing sport type monoplane,

equipped with a 60 H. P. radial motor, and is capable of a maximum speed of 115 miles an hour, and a cruising speed of 90 miles an hour. Svend Olson, of Bridgeport, the designer of the plane, it is understood, is planning to have this type of plane produced on a quantity basis in the near future.

Horner Elected Director of U. S. Chamber

Leonard S. Horner, president of the Niles, Bement Pond Company, was elected New England director of the United States Chamber of Commerce at the recent annual meeting of the Chamber held in Washington. Mr. Horner won out over two other candidates, Ralph Bauer, of Lynn, Massachusetts, and Redfield Proctor, of Vermont, by a majority of 131 votes.

Sales Managers Organize in Connecticut

Nearly a hundred sales managers from many of the leading manufacturing plants in the state have become members of the Sales Managers' Association, which was recently organized following a banquet at the Strathfield Hotel, Bridgeport. The purpose of the organization is to promote friendly relations between the sales executives of the various state manufacturing companies and to disseminate knowledge leading to better marketing methods. Meetings will be held alternately in five principal cities of the state not less than once every three months and not more often than once each month. Officers elected to serve during the first year were President, E. S. Sanderson of the Scovill Manufacturing Company, Waterbury; Vice-President, J. E. Stone of the Stanley Works, New Britain; Treasurer, E. B. Celeborne of the Wallingford Steel Company, Wallingford; and Secretary, G. F. Garrity, of the Acme Wire Company, New Haven.

President Hubbard Appointed to Tercentenary Commission

President Hubbard of the Association was recently appointed by Governor Trumbull as one of a commission of seven to lay plans for the observance of Connecticut's tercentenary anniversaries, which will begin to occur in 1933. The commission, headed by Dr. George C. F. Williams, will be expected to have a comprehensive plan to lay before the 1931 legislature, which will make a sufficient appropriation to insure a celebration befitting the pride that Connecticut's citizens will feel on this occasion. Since many communities are planning separate celebrations between 1933 and 1939, it is

hoped the state observance will come as a suitable climax. Other members of the Tercentenary Commission are Chief Justice George W. Wheeler of the Supreme Court, Bridgeport; President James R. Angell of Yale, New Haven; Robbins B. Stoeckel, Motor Vehicle Commissioner, Norfolk; Mrs. James P. Andrews, National President of the Colonial Dames; and Mrs. George Maynard Minor, former President of the National D. A. R., Watertown.

Box Company Rushed with Orders

The W. S. Miller Box Company, of Middletown, is now working night and day to keep up with production demands brought about by a recent addition of new and up-to-date machinery and equipment. The company is now believed to be the only concern in the state making all types of cardboard boxes under one roof.

New Haven to have Airplane Factory

The Viking Sea Boat Corporation, headed by Lieutenant R. D. Thomas, Shiff Trophy winner, will soon start the manufacture of F. B. A. French amphibian planes in one of the vacant Winchester buildings. Although little publicity has been given to the acquisition of this new industry by New Haven, negotiations have been under way for some time, preceding definite announcement of the company plans. Lieutenant Thomas who flew the F. B. A. amphibians in France during the World War, declares that its features include lower plane, less weight, greater speed, and greater carrying capacity than other amphibian types.

Annual Industrial Conference Meeting

The Fifth Annual Industrial Conference of Connecticut will be held at Camp Hazen, Chester, Connecticut, on June 29 and 30.

These annual conferences are held under the joint auspices of the State Industrial Council of the Y. M. C. A., local associations, and industries of Connecticut. Their purpose is to afford the opportunity for executives, supervisors and craftsmen to get together in an informal way and exchange ideas and experiences concerning various phases of the intricate and subtle problems revolving around human relations in industry. It is the hope of the committee in charge of the program that 1929 will turn out to be the banner year, both in attendance and interest.

BRIEF SUMMARY OF PROGRAM

Saturday Afternoon

Opening address: Harry N. Clarke, Counsel on Industrial Relations, Cleveland Ohio.

Discussion Group Conferences:

Executives — Leader, E. L. Simonds, Plant Superintendent, Southern New England Telephone Company.

Supervisors — Leader to be announced.

Craftsmen — Leader, J. B. Chalmers, Yale & Towne Manufacturing Company.

Saturday Evening

Reports of Group Conferences and Open Forum:

Presiding Officer, M. C. Maxwell, General Superintendent, Yale & Towne Manufacturing Company.

Sunday Morning

"Local Experiences in the Industrial Program of Service to Men and Boys."

Devotional Service.

Sunday Afternoon

"Experiences with Various Types of Incentives" — U. J. Lupien, Service Manager, Cheney Brothers, South Manchester.

The State Industrial Committee extends a cordial invitation to all men in industry to attend this conference. Complete information concerning the Conference may be obtained from H. H. Smith, Secretary, 173 Orange Street, New Haven.

COMPETITION BETWEEN INDUSTRIES

(Continued from page 11)

It has been found that when an industry gets together to do co-operative advertising, they have as a result learned how to co-operate to solve other common problems, with ultimate benefit both to the public and to themselves.

All of these plans for the promotion of the sales of various industries have awakened many industrial leaders to the importance of the new competition.

Take the consumer's dollar or his budget if you wish. Never is his budget large enough to meet or gratify all his desires. It is always small enough to compel him or her to figure out what can be dispensed with in the year's

purchases and more often than not corners are cut to make possible the purchase of the things they most desire.

The consumer's dollar is the battleground of industry. Industry today still knows much more about efficiency in production than it does about economy and efficiency in sales. An industry's study of its consumers and how to reach him or her will result in more profits than will the study of any other single problem.

Few industries are either selling or cultivating all of their possible markets in all of the United States. Markets are not a succession of geographical areas; they are groups of people. An industry may be selling its wares in a spotty fashion in every state of the Union and still be far from selling all of the people in each state who ought to be using its products.

Many industries have learned this, as have the pineapple, paint and varnish and florist's associations. Working as a unit, an industry, at slight cost to each of its individual members, can open up its markets and intensify its sales in a manner far beyond the powers of its individual members working separately and purely competitively.

Seventy-eight industries have found a way of speaking with one voice for the consumer's dollar. They are putting before the consumer their most fundamental and least selfish sales appeal. Winning the consumer on that score they are making sure that some member of their industry is getting the consumer's orders. Lose the customer on that score and no member of the industry gets an order.

In no sense does co-operation in associational advertising lessen the value or need for exploiting the brand of a member of an industry. Quite the opposite is the case because co-operative advertising effort makes it just so much surer that a brand of product will be more widely known in a market made receptive to that type of product.

It is a settled fact that the new competition is here. That it has proved economically sound many industries can testify. That it points the way to reduction of cut-throat competition and sales cost is clear. That it does not block the growth of any worthy member of an industry, be it a large or small unit, is proven. That it is a sound and economic way of promoting and insuring industry and business is readily confirmed by a constantly increasing group of the thinkers, the leaders, the men of imagination and vision in American business life.

ROMANCE OF OCEAN CABLE

(Continued from page 7)

The next section, which is about 70 miles long on each end, has a core 325 pounds of copper per mile, 50 pounds of mumetal per nautical mile, and 270 pounds of gutta percha. The main section contains 280 pounds of copper core, 60 pounds of mumetal, and 225 pounds of gutta percha, per nautical mile.

For the entire section of the cable, the central conductor is surrounded by five spirally wound copper strips. Mumetal is applied in the form of a small wire wrapping around the copper. This is one of the principal factors which permit the new cable to transmit five messages in each direction at once. Around the gutta percha in shallow water the wire is surrounded by thin brass rope 4 millimeters thick. This tape is put there as a protection against attacks of sea life. The core is then covered with jute yarn which is treated with a preservative compound. This jute yarn serves to provide sufficient bulk to the cable so that the armor wires will form a closed circle around it. Over the jute, sheathed wires are twisted in long spirals. This sheathing protects the cable and provides the requisite tensile strength. In the deep sea section each sheathing wire is covered with a special preservative compound and a tape. A jute yarn over this tape constitutes the outer preservative covering the cable. This new cable cost \$1,800,000.

One of the main causes of trouble such as short circuits, etc., is caused by a tiny animal called a Tereido bug. However, the cause of the trouble is not always so small. One time, when the trouble was located, the tooth of a shark was found buried in the cable. At another time in some mysterious way a whale became entangled in the cable, and in slashing back and forth the cable became wound round and round its body.

When the trouble was located, the dead carcass was found, entangled in the wire. However, the main trouble is attributed to the Tereido family. They fasten themselves on the outside of the cable, and gradually bore their way into the center. It is stated that only one out of every five hundred of these bugs is a male. Evidently the other four hundred and ninety eight females vent their disappointment on the cable.

AMERICAN MERCHANT MARINE

(Continued from page 9)

competitors to deliver the goods he sells to common customers. It is commercial suicide. There is but one result, and that is less and smaller orders until the end.

Ships to succeed and survive must have cargo to carry, and cargo goes when, where and how the shipper or buyer directs.

An order to the shipping clerk or traffic director, and a little rubber stamp, "Ship Via American Line", will do much to establish and maintain an efficient American Merchant Marine.

All that Congress can do, and all that the Shipping Board can do is not enough until the American people with winning loyalty travel and ship by American ships when rates and services are equal.

MEETING THE FOREIGN CUSTOMER

(Continued from page 14)

experience in export sales development, and in arranging details for every comfort and pleasure for members and their ladies on this cruise. A series of entertainments, dancing, card tournaments, etc., will be arranged, and opportunities for informal exchange of business experiences will be afforded between ports.

Early application for accommodations and space is recommended as the number planned for is limited. It is the aim of the Cruise Management to keep initial expenses down to a minimum and it is agreed by them that if 300 members and 150 exhibits, or thereabouts, are secured, substantial refunds will be made to exhibitors prior to sailing.

Details can be obtained by addressing World Industrial Cruise, Room 2, Little Building, Boston, Mass.

SUBSCRIPTION ORDER

Please send *Connecticut Industry*
to
Address
for years starting with
issue. Check is enclosed.

RATES: { Domestic \$1.50 the year
 { Foreign \$2.00 the year

World Industrial Cruise

*Red Star Line S. S. LAPLAND from New York, January 7, 1930. A FLOATING
EXPOSITION of United States RAW MATERIALS, MANUFACTURED PRODUCTS
and MACHINERY*

Your opportunity to SELL the World

ARRANGE in advance with your foreign agents to bring their customers to the ship as your special guests. Foreign buyers are more favorably impressed when they meet a man from the plant where the goods are made.

Send a man on this Cruise with personality and genial pleasing manners to meet your foreign customers and with proper authority to consummate mutually advantageous business connections.

The result will be increased sales; your customers will have renewed confidence in your company and in your product, established through personal contact with your representative on the ship. Your firm will no longer be a cog, but a vision in the eyes of the man on the other side of the globe.

The *S. S. Lapland* — your floating Country Club and Office.

Between ports, a real vacation and rest — games — dancing — entertainments.

Ample opportunity for interchange of experiences, and for studying the sales methods of other companies. You will obtain many beneficial ideas from a traveling companion dealing in products entirely new to you.

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Cruise Passengers from \$2000

163 Day Cruise

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27 Countries

37 Ports

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*Havana — Colon — Tabiti — Wellington —
Melbourne — Sydney — Brisbane — Yokohama — Kobe — Tientsin — Shanghai —
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Calcutta — Madras — Colombo — Bombay — Aden — Alexandria — Haifa — Constantinople — Athens — Naples — Genoa —
Marseilles — Barcelona — Lisbon — Havre — Antwerp — Hamburg — Southampton — Liverpool.*

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Your opportunity to SELL the World

Make your Application at Once.

Further details can be secured from the office of the
MANUFACTURERS ASSOCIATION OF CONNECTICUT, INC., or by writing direct to
WORLD INDUSTRIAL CRUISE, ROOM 2, Little Building, Boston, Mass.



Final Hearing in Eastern Class Rates Case held in Washington

Final hearing of the Eastern Class Rate Investigation case, involving proposed freight rate increases on class rate traffic in territory east of the Mississippi River and north of the Ohio and Potomac Rivers, was held in Washington on May 8 before Commissioner Eastman and Examiner Hosmer. Witnesses appearing in the interests of Connecticut shippers were J. F. Atwater, American Hardware Corporation, New Britain; J. C. Huntting, American Chain Company, Bridgeport; W. F. Price, J. B. Williams Company, Glastonbury; E. E. Card, Wiremold Company, Hartford; R. N. Chabot, of the Russell Manufacturing Company, Middletown; and Mr. H. W. Richardson, Wallace Barnes Company, Bristol. If the proposed rates are sanctioned by the Interstate Commerce Commission, New England shippers will be forced to pay additional freight revenue approximating \$40,000,000 annually. The final date set for the filing of replies to exceptions made on or before May 31 has been extended to June 15.

Lehigh Valley Warehouse

The Lehigh Valley Terminal Warehouse Company, Inc., will soon begin the erection of a ten million dollar terminal, which will be twelve stories in height, 630' x 197½', and will occupy the entire block between West 26th and West 27th Streets and 11th and 13th Avenues. The terminal, it is stated, will be the largest on Manhattan Island, and will offer shippers the latest in speed and economy in handling merchandise through this market. The entire trackage system as well as the team track yard, will be under cover. Savings in cartage charges will be effected by moving carload lots by car-float intact directly from the Lehigh Terminal in Jersey City. Similarly, the line haul of outbound freight will start direct from the warehouse.

New Haven Awaits Decision of Commission

The New York, New Haven and Hartford Railroad officials are anxiously awaiting the

decision of the Interstate Commerce Commission on the matter of transferring the Hartford Boat Line to the New England Steamship Company. Although the Commissioner stated at the hearing on April 17 that it might be a matter of several months before a decision was handed down, officials of the New England Steamship Company and of the New Haven Railroad are expecting word any day which will permit the formal transferring of the Hartford Boat Line to the New England Steamship Company. The Association, the Hartford Chamber of Commerce, and other organizations whose representatives went on record at the Washington hearing in favor of the transfer, are also anxious to see the Commission take favorable action in the interests of increased operating efficiency.

J. J. Hickey Addresses Traffic Commission in Stamford

J. J. Hickey, Commerce Counsel of the Association, recently addressed a group of thirty-seven traffic men at a meeting sponsored by H. W. Brown, Traffic Manager of the Stamford Chamber of Commerce, held at the Suburban Club, Stamford. Mr. Hickey pointed out that additional revenue, which would be given the railroads under the reclassification of rates, was not needed, and that if the proposed rates in the Eastern Class Rate case became effective, Connecticut manufacturers would be seriously handicapped in selling their merchandise in middle-western and southern markets. Mr. Hickey explained that at the hearings which are now closed 11,000 pages of testimony had been submitted with over 1000 exhibits, but that a final decision might not be expected before December. He closed his remarks by stating that New England should urge the repeal of the fourth section of the Interstate Commerce Act and that he was recommending such action to the Manufacturers Association of Connecticut.

Wabash Operates Daily Package Car

The Wabash Railroad is now operating a daily package car from their Polk Street

freight house, Chicago, to Maybrook Transfer on a schedule of fourth morning arrival at Maybrook, which schedule will be maintained with a fair degree of regularity. Freight consigned to New York, New Haven and Hartford Railroad points when routed in connection with the D. L. & W. Railroad may be loaded into this car.

Colonial Adopts New Schedule

The new transcontinental air mail schedule effective May 1, cutting the time between east and west coasts to a little over thirty hours, marks a great step forward in air mail transportation. Letters put aboard the Colonial Air Transport plant at 6:15 P. M. in Boston or at 7:35 P. M. in Hartford, fly two nights and a day across the continent, to reach San Francisco and Los Angeles for first morning delivery on the second day. Virtually only one business day elapses between connecticut points and the Pacific Coast.

The closing time at the post offices and the train connections with Hartford from various Connecticut cities remain unchanged. The local post office will provide mailers with the information necessary to effect connection with the plane at Hartford; or in cases where the mail is sent to New York via train, to effect connection with the plane at Hadley Field, N. J.

Shipping Needs Gain over 1928

New England industry will require five per cent more freight cars to care for its shipping needs during the second three months period of the present year than during the same quarter of last year, according to the New England Division of the Regional Shippers' Advisory Board which forecasts increased industrial activity throughout New England during April, May and June of this year. The statistics are based upon analyses of forty-six separate com-

modity groups, including all the principal manufactures and agricultural products of this season.

One of the most accurate methods of forecasting industrial conditions in New England is to discover the amount of shipping that manufacturers plan to do over the lines of the New Haven railroad during any given period of the year. An indication of the accuracy of these forecasts is the fact that between the actual and anticipated freight car requirements in New England reported to the Interstate Commerce Commission in 1928, there was a deviation of only two-tenths of one per cent.

Over the lines of the New Haven railroad, the principal gateway to New England, hundreds of freight trains run daily, and freight is now shipped with greater dispatch throughout New England than at any other time in history. It is now possible to have freight shipped overnight to any major point in New England. Another indication of the increase of industrial activity in this state is the amount of industrial spur track which has been added to the New Haven system. During the past year, more of this sort of track has been installed than in any year heretofore, and at present there is a total of about 468 miles of industrial track jutting from the railroad to the various industries which adjoin it.

Container Car Hearings

It is safe to say no Interstate Commerce Commission case dealing with less carload freight has ever attracted as much interest as has been manifested in the hearings on merchandise container cars going on at the time this was written. What the outcome of these hearings will be, it is impossible to say, as the record is filled with testimony of a widely varying nature as to actual and possible use of this newest method of transportation. Beyond

AIR MAIL SCHEDULE

WESTBOUND								EASTBOUND
N.Y. Night	N.Y. Day			S.F. Night	S.F. Day			
Transcon'l	Transcon'l			Transcon'l	Transcon'l			
		EASTERN TIME.						
7:35 PM	by train	lv Hartford	ar	by train	6:35 AM			
9:35 PM	12:15 PM	Hadley Fld.		4:45 PM	4:45 AM			
2:15 AM	4:20 PM	ar Cleveland	lv	12:15 PM	12:15 AM			
2:30 AM	4:35 PM	lv Cleveland	ar	12 noon	12:00 mid			
3:20 AM	5:20 PM	Toledo		10:50 AM	10:50 PM			
		CENTRAL TIME.						
5:35 AM	7:00 PM	ar Chicago	lv	8:00 AM	8:00 PM			
8:00 AM	8:00 PM	lv Chicago	ar	6:00 PM	6:00 AM			
10:15 AM	10:15 PM	Iowa City						
11:30 AM		Cedar Rapids		2:00 PM	3:00 AM			
12:40 PM	12:30 AM	Des Moines	lv	1:00 PM	2:00 AM			
1:00 PM	1:00 AM	ar Omaha	ar	12:40 PM	1:00 AM			
1:30 PM		lv Omaha	ar		12:30 AM			
3:30 PM	3:15 AM	Lincoln	lv		12:05 AM			
		ar North Platte	lv		10:00 PM			
		MOUNTAIN TIME.						
2:45 PM	2:30 AM	lv North Platte	ar		9:45 PM			
4:45 PM	4:30 AM	ar Cheyenne	lv	7:45 AM	7:45 PM			
5:00 PM	4:45 AM	lv Cheyenne	ar	7:30 AM	7:30 PM			
7:30 PM	7:15 AM	Rock Springs						
9:30 PM	9:30 AM	ar Salt Lake	lv	4:00 AM	4:00 PM			
		PACIFIC TIME.						
9:00 PM	9:00 AM	lv Salt Lake	ar	2:30 AM	2:30 PM			
11:00 PM	11:00 AM	Elko	lv	12:30 AM	12:30 PM			
1:15 AM	1:15 PM	ar Reno	lv	10:15 PM	10:15 AM			
1:30 AM	1:30 PM	lv Reno	ar	10:00 PM	10:00 AM			
2:30 AM	2:30 PM	Sacramento		8:50 PM	8:50 AM			
4:30 AM	4:30 PM	ar San Francisco (Oakland)	lv	8:00 PM	8:00 AM			
9:30 PM	9:10 AM	lv Salt Lake	ar	1:45 PM	1:45 AM			
2:45 AM	2:25 PM	Las Vegas		10:40 AM	10:05 PM			
4:15 AM	5:25 PM	ar Los Angeles	lv	7:35 AM	7:00 PM			

venturing the statement that container cars admittedly provide for users a very economical and generally speedier than less-carload movement, it is hardly safe to say what has been demonstrated by the hearings. It is, however, probable that a somewhat higher level of transportation charges than are now applicable may be found justified as a method of providing the railroads with reasonable revenues without unduly burdening the buyers of transportation. Further reference will be made to the information developed in these hearings when there has been an opportunity to study the record.

New Haven Road Operates 5,000 Miles of Track

More than 5,000 miles of railroad track are operated by the New Haven Railroad throughout its entire system. A greater proportion of this track is situated in Connecticut than in any other state which the New Haven serves. This is shown by statistics in the latest report of the Connecticut Public Utilities Commission. Main road trackage on the New Haven totals 2,167.84 miles. A total of 856.34 miles is listed as second main track, and 126 miles as third main track. Industrial track along the line of the New Haven totals 467.93 miles, and yard track and sidings other than industrial spur track aggregate 1,616.95 miles. Exact mileage of all kinds of track in the New Haven system is 5,378.62.

Within Connecticut, there are 944.14 miles of railroad, excluding from this category all street railway lines. Of that mileage of road, the New Haven operates 878.06 miles; the Central Vermont Railway, 59.94 miles; the Branford Steam Railroad Company, 4.2 miles; and the South Manchester Railroad Company, 1.94 miles.

The minor divisions of all railroad track have not been divided by states, so that statistics concerning the number of miles of track of the various classifications in each state are not available. Connecticut, however, has more miles of New Haven track than any other state in which the road operates. Of the 2,167.84 miles of road in the New Haven system, 878.06

miles are situated in Connecticut, 877.11 in Massachusetts, 239.84 in New York and 172.83 in Rhode Island.

Parcel Post Shipments to Bolivia

The La Paz Association of Commerce has called attention to the form in which parcel-post packages are being sent from the United States, and has recommended that, inasmuch as most of the shipments arrive badly packed and with the contents damaged, American exporters adopt the plan of shipping parcel-post packages to South America — particularly those destined to Bolivia — wrapped and sewed in burlap.

At the request of the La Paz Association of Commerce, an inspection was made recently of the receiving office of the La Paz parcel-post customhouse. Of the packages coming from the United States, in many cases exporters had used lightweight wrapping paper, such as is used in department stores, without even a cardboard container within the paper. In other instances, strong twine had cut its way through the paper and small contents of the shipment were lying about on the floor.

Savannah Line Increases Sailings

Owing to the present popular demand for freight and passenger service, the Ocean Steamship Company of Savannah is announcing four sailings weekly to become effective June 24th. From Pier 46, New York, the Standard Savannah Line freight and passenger service is to be offered on Mondays, Wednesdays, Thursdays and Saturdays at 4:00 p. m., while from Savannah, the same service is available on Mondays, Wednesdays, Fridays and Sundays at 6:00 p. m. At present there are only three sailings a week for New York and Savannah. The company has been using Pier 50, North River until recently, when they moved to their new million dollar dock and warehouse structure at Pier 46. The Savannah Line now offers a superior freight and passenger service route linking the North and East to the South and Southwest and West.



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How the Export House Can Help the Manufacturer to Develop Foreign Trade

In spite of the fact that foreign trade facts and figures are matters of frequent publication, and about which volumes have been written, there are many who continue to regard selling goods abroad as an abstruse subject—often to the point of neglecting a profitable outlet for surplus production. With American exports approaching the annual value of five billion dollars, there are few manufacturers who do not owe it to themselves and their stockholders, to determine whether their product cannot, and should not form part of this vast overseas commerce. Needless to say, there are certain commodities which, in their very nature, do not permit of consumption or use at any great distance from the point of origin, while others may be of such universal production as to be locally available in almost any part of the world. But it is a fair generality that if an article can be sold and transported to any part of the United States, its export possibilities are worth looking into.

The manufacturer should then make up his mind that if he is to do an export business at all, it must be permanent. Nothing damages American commercial reputation more, than the all too frequent tendency to consider foreign sales as something to be encouraged only when business at home is poor and at other times to be ignored. No one would expect to hold a domestic account by vigorously soliciting business one year, only to delay deliveries, or neglect to fill orders the year following. The casual and haphazard exporter is a menace to foreign trade.

Having decided to take a serious interest in overseas markets, it is desirable to develop something of an international outlook. The manufacturer should bring himself to the realization that he is going to sell to human beings, just such as he encounters every day on Main Street. Thus the Japanese, as is now generally understood, do not wear cues, and if they did, it would not prevent them from having much the same likes and dislikes and everyday needs

as the man next door. It is also commonly recognized that the citizens of New South Wales do not speak a mixture of Spanish and Indian, and that their taste in motor cars does not differ greatly from ours. A fair and reasonable conception of our fellow beings in distant lands is essential to successful exporting.

The next step is to decide upon sales methods. There are several alternatives, some of which may be summarized as follows:

1. Send one or more salesmen abroad.
2. Establish branch offices in foreign countries.
3. Appoint local agents in principal countries.
4. Utilize the services of one or more export houses.

The objection to the first method used by itself is that it lacks necessary permanence. A traveler may sell fair quantities of goods, but repeat orders may be slow in materializing. Then, too, the buyers usually likes to deal with someone on the ground. Often he feels happier if he has someone to whom he can make complaints, even if only of minor character.

Branch offices directly responsible to the factory are admittedly fine in theory, but except in the case of very large manufacturers, whose product is in universal demand, the cost is usually prohibitive.

The appointment of sales agents in important centers, whose function is to secure orders, generally on a commission basis, is quite practical and a common method. However, it carries with it a considerably increased burden on the home office, if first-class service is to be rendered. Each customer whom the various agents secure thereafter is in direct touch with the factory. Every order must be individually dealt with, and the requirements of the particular country complied with. The detail of preparing consular documents, necessary declarations, ocean bills of lading, insurance certificates, etc., is very considerable, particularly if imposed on an office force having little familiarity with such matters. Finally the manufacturer is compelled to assume a wide variety

of credit risks, some of which may be highly unsafe, and most of which may very likely require extended terms of payment.

Arrangements entered into with export houses take care of many of the objections encountered in other methods, particularly in the case of manufacturers who have done little or no foreign business. It is not by any means intended to assert that the export house offers the only means of entering the foreign field, or that its services are infallible. Many lines in their very nature require direct handling and the creation of a highly specialized export department, if satisfactory results are to be obtained.

On the other hand, for a considerable class of manufacturers, the export house offers all the necessary facilities for the development and transaction of business. Before going further, it would perhaps be well to broadly define the export house and its general methods. The terms Exporters, Commission Merchants, Manufacturers' Export Representatives, etc., may be, and frequently are considered as synonymous with the export house, although individual methods may vary widely. Speaking very generally, the character of the business may be divided into two classes. First, there is so-called indent business, in which the American house effects purchases for foreign clients. Sometimes this merely takes the form of confirming orders secured by manufacturers direct from abroad. In such cases, the function of the export house is to pay for the goods when shipped and attend to all matters in connection with delivery to foreign port.

In other instances, foreign customers authorize the commission house to purchase at best possible price without necessarily specifying the source of the goods. In both cases, the buyer pays an agreed upon commission for the services rendered. In certain commodities, particularly those subject to frequent price change, it is customary to request c. i. f. quotations by cable, and the price quoted, which if accepted constitutes a contract to deliver, commonly includes the cost of the goods, all transportation charges, insurance and the profit or commission of the American house.

The other general class of business is that in which the export house undertakes to act as the foreign sales representative of the manufacturer for all, or one or more countries. Through its own branches, agents, or affiliated houses, it creates a market for the product in question and places resulting orders with the

manufacturer, generally attending to payment and delivery, as in the case of indent orders. It receives its remuneration from the manufacturer through a retaining fee, or a commission on sales, or both.

The essential difference between these two export functions is that in the one case the export house is acting as the purchasing agent of the buyer, and in the other, as the selling agent of the supplier. The same house may engage in both classes of business. Sometimes, it may act in its dual capacity of purchasing representative and sales agent in the same transaction. The criticism has been made that in such instances the export house must necessarily work in the interest of one party to the detriment of the other. This is scarcely likely to occur with any high class firm, any more than it is in the case of a salesman, who while striving to extend the business of his employer, at the same time sees to it that his customers are satisfied and get what they want.

The export house is usually in a position to place at the disposal of a manufacturer an established foreign clientele and the sales organization for catering to it. Its home Office in the U. S. A. provides the facilities for handling all the technical details of effecting proper delivery—matters often quite as important as the character of the merchandise itself. If papers are improperly prepared, declarations omitted, custom formalities not complied with, the result may be a heavy fine, or other expense to the purchaser, with consequent loss of good will. Again, while in many countries the English language is satisfactory, in a considerable number it is essential that the language of the country be employed, both in correspondence and in the shipping papers.

There has been in some quarters a tendency to regard the export house as a middleman, the employment of which merely tends to raise the cost of the goods. No such conclusion should be reached without an examination of the facts. Domestic costs are commonly computed as the sum of labor and material, plus a considerable overhead item to cover selling expense, sales administration, reserve for bad debts and other elements for marketing cost. Close analysis usually discloses that a very considerable portion of such overhead should not be charged to foreign sales made by an export house, and that the remuneration or sales commission required by the export house is actually less than the corresponding domestic overhead sales expense.

Difficulties which have arisen in the past have been largely due to misunderstanding and lack of cooperation. It has been argued that the export house constituted a barrier between customer and manufacturer; that the latter was kept in ignorance of the destination of his goods and in consequence could not deal effectively with market conditions. To this, the export house has replied that such a policy was a measure of self-defense; that too often, after the development stage had passed and the business was beginning to become profitable, the manufacturer stepped in and insisted on dealing direct. A situation with any such lack of confidence on both sides obviously works to the advantage of no one. Satisfactory results can only be achieved by mutual and coordinated effort. The progressive export house welcomes all the assistance the manufacturer cares to give. It is anxious and willing to put him in touch with the trade, and permit him to render every possible sales help. In fact, one difficulty is that too often the manufacturer seems to think that his work is finished once he has dropped a catalog and price list on the exporter's desk.

Complete and mutual confidence, joint efforts intelligently directed to a common end, an understanding and recognition of the problems which each has to face, are the essential elements which make it possible for the export house to render a very real service, and for the manufacturer to develop a profitable foreign trade. — G. R. Parker, Pres., American Exporters' and Importers Association.

500 Exporting Manufacturers Psycho-Analyzed

The *American Exporter* recently psycho-analyzed over 500 typical American exporting manufacturers with the following results:

On the average they had been engaged in business for over 34 years. Their export experience averaged 20 years. Their average export business is 18% of their total production. 67% of those who extend credit themselves reported that their foreign credit losses are proportionately smaller than domestic losses;

19½% reported that credit losses on exports were about the same as domestic, and only 13½% reported that they were more. Thus, 86½% of all the manufacturers find that their export credit experience has been at least as favorable as domestic. Incidentally, 7% of the manufacturers report no foreign credit losses at all. One manufacturer reports "less than .005 in the past ten years"; while another reports "losses amount to ¼ of 1%."

Of these 500 exporters 5% extend 30 days credit; 14½% extend 60 days; 32% extend 90 days; 12¼% extend 120 days; and 10¼% extend more than 120 days credit.

An inquiry into the general practice of packing for export reveals that 97% provide special packing for their export shipments, 55% of whom do not charge the customer for this packing.

The most popular methods of quoting for export are: F. O. B. factory 25%, F. O. B. New York 26%; F. A. S. steamer 20%, and C. I. F. 3½%. Twenty-five and one-half per cent quote in more than one way according to circumstances.

Only 4¼% of these manufacturers have their own salaried representatives traveling abroad. However, 32% have at some time sent one or more of their executives or sales staff abroad in the interests of their export business. Thus, 68% of these manufacturers, doing a substantial export business, have never sent their own men abroad.

Fifty-two per cent operate an export department under their own export manager, and seventy-eight per cent ship some orders through export commission merchants. The average proportion of their total exports shipped through the export commission merchants is 34%.

Two recent publications of universal appeal to all Connecticut manufacturers are still available at the Hartford Cooperative Office, 50 Lewis St.: "Market Data Handbook of New England" and "Shipments of Samples and Advertising Matter Abroad."

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TAXATION DEPARTMENT



W.R. MICK

Reduction of Corporation Tax Rate

Indications are that business interests will make a demand for a lower rate next year for Federal income taxation on corporations, so that the rate will be not more than 10%. It is believed that the corporation rate of 12% as at present is burdensome on productive enterprise and that the Federal tax should be levied with the economic welfare of the country steadily in view.

Deductibility of Embezzlement Losses

Taxpayers who are subject to the risk of sustaining losses by embezzlement must be able to trace such losses to the years in which they take place if such losses are to be deducted as "losses sustained during the taxable year and not compensated for by insurance or otherwise, if incurred in trade or business." If the embezzler, however, misappropriates funds of the taxpayer's clients and the taxpayer opens an account with the embezzler at the time the fraud is discovered, and the account is found to be uncollectible, then the taxpayer may deduct the amount of the uncollectible account in the year he determines that it is uncollectible.

Such is the inference that may be drawn from a decision made by the United States court of appeals, eighth circuit, in the case of John H. Farish and Co. v. Commissioner of Internal Revenue.

It appears from the record that the taxpayer's business principally consisted of collecting rents for clients; that a trusted employee embezzled \$57,000 of funds collected from the taxpayer's clients and was called upon to make good the defalcations; that upon the discovery that only about \$6,000 of the defalcations could be restored the remaining \$51,000 was charged off in the year in which the defalcation was discovered and the account was found to be worthless.

Accountants were engaged after the shortage was discovered and they found that \$10,000 had been embezzled in 1919 and \$10,000 in 1920. The remaining \$37,000 had been

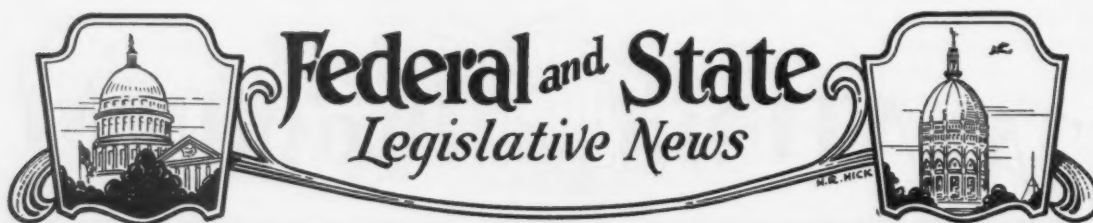
misappropriated prior to 1919. Confronted with this condition, the revenue agents determined that the taxpayer was entitled to deduct \$10,000 in each of the years 1919 and 1920, as losses sustained and not compensated for in those years, but apparently no deduction was allowed for prior years, because it was not possible to prove just how much of the loss was sustained in each of the previous years, or, perhaps, because the statute of limitations had barred the redetermination and refund for years prior to 1919.

The court held that inasmuch as the embezzlement was of the taxpayer's clients' funds and the taxpayer had paid the clients the amounts found to be due to them, and as he had charged the amount so paid to the embezzler's account, the amount of the loss became an account receivable. This account was later found to be uncollectible as to its major part, was charged off and deducted in the taxpayer's return, and the deduction was allowed by the court.

To the lay mind it seems inconceivable that such a loss was not allowed by the Commissioner at first without question, for the following reasons:

1. The facts recited by the court were known to the Commissioner, when the revenue agent reported on his findings.
2. There were precedents at that time which indicated that under such conditions as were present in the case the loss was deductible as a bad debt.

The apparent obstinacy of the Bureau of Internal Revenue seems unjustifiable. The pursuance of such a policy placed on this taxpayer the hardship and expense of employing counsel and the additional incidental costs of litigation. It is doubtful whether the taxpaying citizens expect the government to go to such lengths in pursuing a few stray tax dollars, and the Treasury Department's more recent policy of meeting a taxpayer halfway in the settlement of such controversies, we believe, grew out of a realization that a victory in such cases as the one under consideration reflected no credit on the government nor on those responsible for such victories.



Federal and State Legislative News

President Hoover apparently did not hold the whip hand over the Senate in forcing the passage of the Farm Relief Bill without the debenture substitute. But there are many reasons for the general rumor, now afloat, that pressure brought to bear against the debenture clause by Home members, will result in a conference of the two houses, which will finally eliminate the clause before sending it to the White House.

From all indications, the tariff bill, when finally passed by the House, will be a despicable document to many Connecticut groups. There is a strong feeling, however, among high tariff backers, that Connecticut agriculturists and manufacturers will fare better at the hands of the Senate Finance Committee, for Senator Bingham and three other New England senators will do their utmost to relieve those who are in real need of more adequate protection.

Under a re-constituted tariff commission and the proposed flexible tariff, President Hoover will practically have a free hand to make changes in tariff rates wherever occasion demands. No doubt there will be many revisions made both up and down in the adopted scale during the next few years.

Senator Hiram Bingham has made known his intention of assisting every business man, agriculturist, or manufacturer, who has legitimate grounds for challenging the rates in the House Tariff Bill. Although Chairman Smoot of the Senate Finance Committee is opposed to any wholesale parade of witnesses, Senator Bingham has assured Connecticut groups that if any of their representatives have not had the opportunity of properly presenting their case before the Ways and Means Committee, or desire to add to the testimony already given, he will be glad to arrange for their appearance during the coming committee hearings.

The 1929 session of the State Legislature closed on May 8 amid showers of confetti,

and the usual closing day riot of fun and exchange of mementos. Governor Trumbull officially closed the session with a few well chosen words of commendation for the admirable work accomplished by the 1929 Assembly. Below is a brief summary of a few major bills which were considered during the past session:

S. B. 36 and H. B. 582 — Providing for jury service for women equally with men, except trained nurses and mothers of children under 16 years of age, who may be exempt. — Rejected.

S. B. 129 — Providing for the use of mufflers on motor boats — twenty-five dollars fine for use of motor boat propelled by explosive mediums, unless it is provided with an under water exhaust or muffler which will muffle noise of explosions. — Rejected.

S. B. 330 — Concerning the establishment of a commission on taxation, providing for the appointment of a non-partisan tax commission by the Governor and defining its powers and duties. — Rejected.

H. B. 16 — Providing for a commission on the observance of the three hundredth anniversary of the settlement of Connecticut, providing for commission of seven to plan the three hundredth anniversary and to report to the January session in 1931. — Passed.

H. B. 17 — Providing for the filing of all legislative bills with the Attorney General at least four weeks before session, who is to number same and refer to librarian for printing and immediately to be referred to committees on opening of session. — Rejected.

H. B. 626 and H. B. 781 — Concerning moving household goods and personal property, providing that all persons moving household goods, furniture, stock, fixtures, machinery or equipment, and the person moving the same obtain a permit from the town clerk, per-

mit to show name of owner, mover, place goods moved to and time of moving, with a fine for violation of moving such goods without permit. Town clerks to keep permits with index thereof on file. — Rejected.

H. B. 600 — Amending an act concerning the assignment of future earnings, providing for an amendment of Section 4752 of the General Statutes relating to the assignment of future earnings by making it necessary that the assignment name the employer and limit the assignment to one year from its date, which said assignment shall be filed with the employer within one month from its date. — Passed.

S. B. 133 — Amending Section 5360 of the General Statutes concerning limitation on claims for compensation, providing for filing of claim in occupational disease cases within one year from first realization by claimant that he was suffering from said disease, for filing of claim in death cases within two years from realization of claimant that he was suffering from occupational disease, striking out limitation for filing claim of three years from time of leaving employ of employer in whose service disease is claimed to have originated. — Rejected. — Adopted a substitute for S. B. 337.

H. B. 140 — Concerning an old age pension, providing for county pensions for the aged. — Rejected. NOTE: The Manufacturers Association of Connecticut is, in effect, under mandate from the legislature to carry out a study of the advisability of old age pension legislation before the 1931 session of the General Assembly.

H. B. 427 — Providing for a study of the water resources of the state by the state water commission. — Passed.

H. B. 599 — Providing for condemnation of land by towns for the development of airports. — Passed.

S. B. 540 — Providing for the creation of a commission and a commissioner of trade and vocational education separated from the state department of education. — Rejected.

H. B. 439 — Revising and codifying the laws relating to education, providing for revision and complete codification of all state laws pertaining to education. — Tabled.

S. B. 187 — Amending an act requiring quadrennial returns of property exempt from taxation, providing for making returns of exempt real estate which is not subject to state taxation in lieu of local taxation. — Tabled.

S. B. 401 — Concerning a tax on foreign corporations, providing for five per centum tax on gross receipts of all foreign corporations doing business in Connecticut. — Rejected.

H. B. 521 — Providing for an additional two cent tax on gasoline, proceeds to be used for gravel roads. — Rejected.

S. B. 433 — Authorizing corporations to issue stock without nominal or par value, providing that no par value stock be valued at its true but arbitrary value. — Passed.

S. B. 351 — Concerning mechanical equipment of a motor vehicle, providing that commissioner may require commercial motor vehicles more than six feet in width to carry reflectors as well as lights; and interstate public service motor vehicles may carry green lights in front. — Rejected.

S. B. 518 — Provides for a uniform traffic code throughout the state under the direction of local police officers. — Passed.

H. B. 657 — Concerning automobile brakes, providing for forfeiture of driving license by truck driver who knowingly drives truck without proper brakes. Truck owners to forfeit truck license when permitting the use of such truck. — Rejected.

S. B. 147 — Amending an act concerning reports of occupational diseases, providing for registration with the state department of health by physicians of certain diseases contracted by patients in employment; making such reports admissible in court or compensation court; providing for fee for filing and penalty for failure to report. — Passed.

S. B. 244 — Concerning pollution of waterways by sewage, providing for investigation and supervision of sewage discharge by person, municipality or corporation by the State Department of Health; filing with that department of plans for any public sewage disposal plant, approval by the State Water Commission when sewage comes into contact with any of the waters of the state; and placing of local enforcement in hands of local officers.



The way that married couples fight, they ought to do away with wedding bells and start using a gong.

Three children were discussing the incomes of their fathers. One said: "My father writes a song in an evening and sells it for \$25."

The next countered: "My father writes a story in an evening and takes it downtown the next morning and sells it for \$50."

"That's nothing," declared the third. "My father gets up in a pulpit on Sunday and talks for half an hour, and it takes twelve men to carry the money up to him."

Mrs. B. — "Husbands are strange creatures."

Her Friend — "Aren't they? John has to ask his garageman a hundred questions about the brand and manufacture before he puts a drop of oil into the car, but he never asks his bootlegger a single question for fear of hurting his feelings."

The cashier of a small movie house is selling tickets as a pal looks on. A customer buys a quarter ducat, lays down a half dollar, and walks away leaving his change.

"Does that often happen?" asks the cashier's friend.

"Very often," replied the ticket seller.

"What do you do in a case like that?"

"Oh," says the man in the wicket, "I always rap on the window with a sponge."

Teacher — "Johnny, if your father earned \$40 a week and gave your mother half, what would she have?"

Johnny — "Heart failure."

"I hear you have lost all your money in America."

"Yes, I was fined for being drunk. It took half of my fortune to get drunk, and the other half to pay the fine."

Breach of promise suits have put kissing on a paying basis.

Book Review

The Plant Engineers Club of Boston, an organization of men representing twenty-five of New England's largest industries, has cooperated through extensive committee work to develop a treatise of the "Principles Governing the Responsibility of the Plant Engineer." This treatise was the outgrowth of practical experiences which often develop in any large plant, frequently causing confusion where there is a lack of well defined authority. Many plants have no definite plan of operating such a department, and it is to the proper solution of this problem that the treatise was written and dedicated. A limited number of copies are available at twenty-five cents each. Address all requests for copies to the Secretary of the Plant Engineers Club, 15 Tremont Temple, Boston, Massachusetts.

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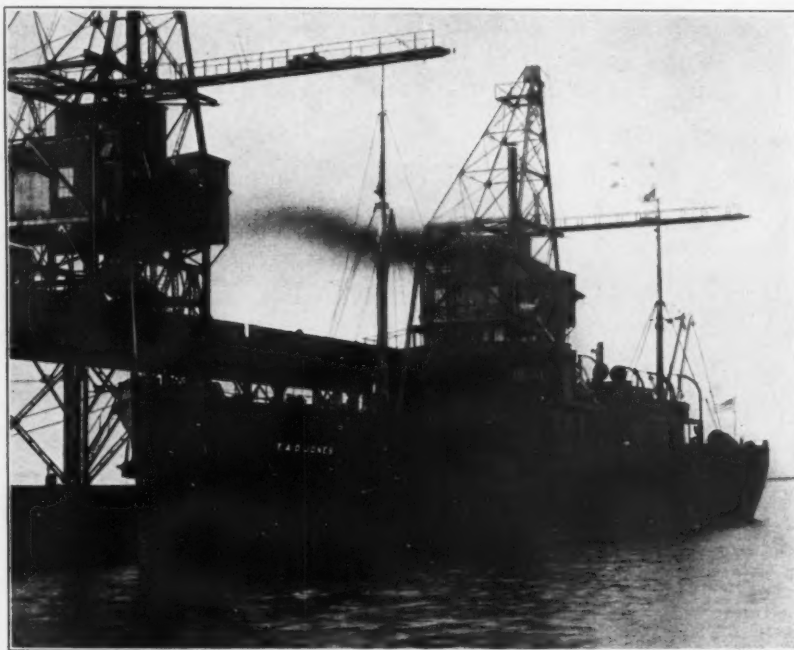
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